

**Handout 4:**

# Advocacy action plan

As part of your Voice and age-friendly communities and cities project, you should develop an advocacy action plan in consultation with communities. This plan will help to guide your activities as the project progresses.

Below is a template outlining the sections of the advocacy action plan to be completed, along with guidance questions to help you and community members design the project.

**Issue** What is the issue that you want to address?

**Aim** What is the change you want to bring about through your actions?

## Handout 4: Advocacy action plan *continued*

**Audiences** Broadly, who are your target audiences for delivering the change you want to see? (These will be unpacked in more detail below).

**Theory of Change** This is an ‘if, then’ statement that outlines the result of the project. For example, ‘If older peoples’ voices are heard, then they can enact change in their community’.

## Handout 4: Advocacy action plan *continued*

**Objectives** What objectives will help you to achieve your overall aim?  
Remember, objectives should be SMART in their structure:

**S**pecific

**M**easurable

**A**chievable

**R**ealistic

**T**ime specific

Please list up to five objectives below, ensuring each include the SMART characteristics.


## Handout 4: Advocacy action plan *continued*

**Key messages** What message(s) do you need to deliver to your target audiences? Are they the same for everyone? If you are working with older people and young people, as well as local authorities or other local stakeholders, you will probably have different messages for each of these.

**Tactics** What will you do to achieve your advocacy plan aim? What are the methods that older people in the community prefer or are most comfortable with?

## Handout 4: Advocacy action plan *continued*

**Voice** Think about the Voice domains explained in Module 5 and how they relate to age-friendly cities and communities. How can we use the domains and the examples in the guide to help strengthen our advocacy plans? How do each of the Voice domains pertain to your advocacy aims, objectives, key messages and tactics?

**Engaged:** *“I am able and motivated to access and take part in activity that strengthens my voice and my rights”*

How do you engage and motivate the different groups participating in the advocacy plan (old people associations, youth organisations)?

**Informed and empowered:** *“I have access to information and knowledge related to my rights and entitlements, and I have the resources, skills and confidence to claim these rights and to raise my voice.”*

How do you inform and empower the different groups participating in the initiative?

## Handout 4: Advocacy action plan continued

**Shared and combined:** *“I have opportunities to meet with others, share my experiences and debate between ourselves. We are all able to express our needs, identify solutions, and form a collective, legitimate, and representative voice.”*

Describe the spaces that you are generating to share the experience and voices with the different groups to achieve a collective voice.

**Amplified:** *“I have the opportunity to amplify my voice through a variety of channels and to join with others to campaign, influence agendas, and create movements for change.”*

What channels, campaigns, social media and other ways do you use to enrich your influence?

## Handout 4: Advocacy action plan continued

**Heard:** *“My voice is heard through my active participation and influence in decision-making processes. Governments and other power holders are responsive to my needs and my rights.”*

**Core target:** Who can make the change that you want? Who influences them?

**Influencers:** Who is your target influenced by? (e.g. voters, shareholders)

**Allies:** Who is for the change and what do you need to do to work with them?

**Opponents:** Who is against the change (and what do you need to do to get them to help you achieve the change? Is it possible?)

## Handout 4: Advocacy action plan *continued*

**MEAL planning** What will success look like? How will you know?  
How will you monitor progress towards this? (e.g. surveys, interviews, other tools)?  
How will you be accountable to communities (e.g. how will they be able to provide feedback/complaints)? How will you capture and present your learning during the process (e.g. communications materials) as this will be important for your final report?

**Resources** What do you have in terms of people, money, experience, etc.?  
What do you need to implement the advocacy action plan?